

MOBILIZING ACTION TOWARD COMMUNITY HEALTH (MATCH)

Can Incentives Improve Population Health? An interview with Bridget Booske, PhD.

Suggested citation for this article: Can Incentives Improve Population Health? An interview with Bridget Booske, PhD. *Prev Chronic Dis* 2010;7(5). http://www.cdc.gov/pcd/issues/2010/sep/10_0182.htm. Accessed [date].

Bridget Booske is the project director of *County Health Rankings* and deputy director of its parent project, Mobilizing Action Toward Community Health (MATCH), funded by the Robert Wood Johnson Foundation. She also directs the “Making Wisconsin the Healthiest State” project, a research and translation effort funded by the Wisconsin Partnership Program, University of Wisconsin School of Medicine and Public Health. In this interview, Dr. Booske gives an overview of the MATCH articles in the September 2010 issue of *Preventing Chronic Disease* and talks briefly about the role of incentives in public health.

Please visit the online version of this article to listen to the interview.